

WRAL-TV **Accounting Department** PO Box 60904 Charlotte, NC 28260 Main: (919)821-8514 Billing: (919)821-8581

Billing Address:



Advertiser	Obama For America
Product	OBAMA :30 9/25
Estimate Number	1536

Invoice #	116528-1
Invoice Date	09/30/12
Invoice Month	September 2012
Invoice Period	08/27/12 - 09/30/12

Station	WRAL	
Account Executive	Cheryl Blair	
Sales Office	Washington Telerep	
Sales Region	National	

Order #	116528
Alt Order #	06268680
Deal #	
Order Flight	09/25/12 - 10/01/12

Billing Calendar		Broadcast
	Billing Type	Cash
	Special Handling	CIA - Mark PAID

IDB#	
Advertiser Code	
Product Code	

Agency Ref	
Advertiser Ref	

Line	Channel	Description	Time	Day	Date	Length	Air Time	Ad-ID	Rate	Reconciliation	Ref #
1	WRAL	The Doctors	10-11AM	-							
	CLASS 3 -	CANDIDATE r8.23									
				09/24/12	to 09/30/12	5x	-TWTF				
	WRAL			Tu	09/25/12	:30	10:55 AM	OFA-12-Z-107H	\$215.00		1
	WRAL			W	09/26/12	:30	10:09 AM	OFA-12-Z-128H	\$215.00	ı	6
	WRAL			Th	09/27/12	:30	10:22 AM	OFA-12-Z-128H	\$215.00	ı	2
	WRAL			F	09/28/12	:30	10:13 AM	OFA-12-Z-128H	\$215.00	l .	4
	WRAL			F	09/28/12	:30	10:31 AM	OFA-12-Z-128H	\$215.00	l	3
2	WRAL	David Letterman	1135p-1237a								
	CLASS 3 -	CANDIDATE r8.23		09/24/12	to 09/30/12	2x	-TWTF				
	WRAL			Tu	09/25/12	:30	11:48 PM	OFA-12-Z-107H	\$270.00	ı	2
	WRAL			W	09/26/12	:30	11:56 PM	OFA-12-Z-128H	\$270.00		1
3	WRAL CLASS 1 -	Price is Right CANDIDATE r8.23	11a-12p								
					to 09/30/12	2x	-TWTF				
	WRAL			Tu	09/25/12	:30	11:31 AM	OFA-12-Z-118H	\$500.00		1
	WRAL			W	09/26/12	:30	10:58 AM	OFA-12-Z-128H	\$500.00	l	2
4	WRAL	Noon News	12p-1p								
	CLASS 3 -	CANDIDATE r8.23									
					to 09/30/12	5x	-TWTF				
	WRAL			Tu	09/25/12	:30	12:55 PM	OFA-12-Z-118H	\$215.00	ı	2
	WRAL			W	09/26/12	:30	12:12 PM	OFA-12-Z-128H	\$215.00		1
	WRAL			Th	09/27/12	:30	12:41 PM	OFA-12-Z-128H	\$215.00		3
	WRAL			F	09/28/12	:30	12:35 PM	OFA-12-Z-128H	\$215.00		4
	WRAL			F	09/28/12	:30	12:57 PM	OFA-12-Z-128H	\$215.00		5
5	WRAL CLASS 3 -	CBS Daytime (1:30-4P) CANDIDATE r8.23	130-4p								
				09/24/12	to 09/30/12	3x	-TWTF				
	WRAL			Tu	09/25/12	:30	1:29 PM	OFA-12-Z-107H	\$215.00		1
	WRAL			W	09/26/12	:30	2:27 PM	OFA-12-Z-128H	\$215.00		2
	WRAL			Th	09/27/12	:30	1:59 PM	OFA-12-Z-128H	\$215.00		3



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6	WRAL Young and the Restless	4-5p				•				
	CLASS 2 - CANDIDATE r8.23									
			09/24/12	to 09/30/12	2x	-TWTF				
	WRAL		W	09/26/12	:30	4:26 PM	OFA-12-Z-128H	\$875.00		1
	WRAL		F	09/28/12	:00			\$875.00	Credited	2
7	WRAL WRAL 5am News	5am - 5:30a								
	CLASS 3 - CANDIDATE r8.23									
				to 09/30/12	5x	-TWTF				
	WRAL		Tu	09/25/12	:30	4:59 AM	OFA-12-Z-118H	\$300.00		1
	WRAL		Tu	09/25/12	:30	5:22 AM	OFA-12-Z-107H	\$300.00		3
	WRAL		W	09/26/12	:30	5:08 AM	OFA-12-Z-128H	\$300.00		5
	WRAL		Th	09/27/12	:30	5:07 AM	OFA-12-Z-128H	\$300.00		2
	WRAL		F	09/28/12	:30	5:24 AM	OFA-12-Z-128H	\$300.00		4
8	WRAL 5:00 First News CLASS 3 - CANDIDATE r8.23	5-530p								
			09/24/12	to 09/30/12	5x	-TWTF				
	WRAL		Tu	09/25/12	:30	5:28 PM	OFA-12-Z-118H	\$1,115.00		1
	WRAL		W	09/26/12	:30	5:13 PM	OFA-12-Z-128H	\$1,115.00		4
	WRAL		W	09/26/12	:30	5:28 PM	OFA-12-Z-128H	\$1,115.00		2
	WRAL		Th	09/27/12	:30	5:13 PM	OFA-12-Z-128H	\$1,115.00		3
	WRAL		F	09/28/12	:30	5:28 PM	OFA-12-Z-128H	\$1,115.00		5
9	WRAL WRAL 5:30AM News CLASS 3 - CANDIDATE r8.23	530-6a								
			09/24/12	to 09/30/12	5x	-TWTF				
	WRAL		Tu	09/25/12	:30	5:43 AM	OFA-12-Z-118H	\$450.00		1
	WRAL		W	09/26/12	:30	5:29 AM	OFA-12-Z-128H	\$450.00		5
	WRAL		W	09/26/12	:30	5:57 AM	OFA-12-Z-128H	\$450.00		2
	WRAL		Th	09/27/12	:30	5:40 AM	OFA-12-Z-128H	\$450.00		3
	WRAL		F	09/28/12	:30	5:44 AM	OFA-12-Z-128H	\$450.00		4
10	WRAL 5:30 News CLASS 3 - CANDIDATE r8.23	530-6p								
			09/24/12	to 09/30/12	5x	-TWTF				



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Line	Channel	Description	Time	Day	Date	Length	Air Time	Ad-ID	Rate	Reconciliation	Ref #
10	WRAL	5:30 News	530-6p	-	-		-				<u> </u>
		CANDIDATE r8.23									
	WRAL			Tu	09/25/12	:30	5:41 PM	OFA-12-Z-107H	\$1,115.00		1
	WRAL			W	09/26/12	:30	5:42 PM	OFA-12-Z-128H	\$1,115.00		3
	WRAL			Th	09/27/12	:30	5:38 PM	OFA-12-Z-128H	\$1,115.00		2
	WRAL			<u>T</u> h	09/27/12	:30	5:53 PM	OFA-12-Z-128H	\$1,115.00		4
	WRAL			F	09/28/12	:30	5:53 PM	OFA-12-Z-128H	\$1,115.00		5
11	WRAL CLASS 3 -	6pm News (M-F) CANDIDATE r8.23	6-630p								
					2 to 09/30/12	5x	-TWTF				
	WRAL			Tu	09/25/12	:30	6:13 PM	OFA-12-Z-118H	\$1,335.00		1
	WRAL			W	09/26/12	:30	6:28 PM	OFA-12-Z-128H	\$1,335.00		2
	WRAL			Th	09/27/12	:30	6:14 PM	OFA-12-Z-128H	\$1,335.00		3
	WRAL			Th	09/27/12	:30	6:28 PM	OFA-12-Z-128H	\$1,335.00		5
	WRAL			F	09/28/12	:30	6:22 PM	OFA-12-Z-128H	\$1,335.00		4
12	WRAL CLASS 3 -	WRAL AM News CANDIDATE r8.23	6-7a								
				09/24/1	2 to 09/30/12	5x	-TWTF				
	WRAL			Tu	09/25/12	:30	6:14 AM	OFA-12-Z-107H	\$725.00		5
	WRAL			Tu	09/25/12	:30	6:38 AM	OFA-12-Z-118H	\$725.00		1
	WRAL			W	09/26/12	:30	6:13 AM	OFA-12-Z-128H	\$725.00		2
	WRAL			Th	09/27/12	:30	6:53 AM	OFA-12-Z-128H	\$725.00		3
	WRAL			F	09/28/12	:30	6:39 AM	OFA-12-Z-128H	\$725.00		4
13	WRAL CLASS 2 -	CBS Evening News (M-F) CANDIDATE r8.23	630p-7p								
				09/24/1	2 to 09/30/12	5x	-TWTF				
	WRAL			Tu	09/25/12	:30	6:59 PM	OFA-12-Z-107H	\$2,000.00		1
	WRAL			W	09/26/12	:30	6:59 PM	OFA-12-Z-128H	\$2,000.00		2
	WRAL			Th	09/27/12	:30	6:59 PM	OFA-12-Z-128H	\$2,000.00		5
	WRAL			F	09/28/12	:30	6:50 PM	OFA-12-Z-128H	\$2,000.00		4
	WRAL			F	09/28/12	:30	6:59 PM	OFA-12-Z-128H	\$2,000.00		3
14	WRAL	Inside Edition	7-730P								



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Line	Channel	Description	Time	Day	Date	Length	Air Time	Ad-ID	Rate	Reconciliation	Ref #
	CLASS 2 -	CANDIDATE r8.23	•	•	•	•	•	•	•		•
				09/24/1	2 to 09/30/12	5x	-TWTF				
	WRAL			Tu	09/25/12	:30	7:21 PM	OFA-12-Z-118H	\$1,000.00		1
	WRAL			W	09/26/12	:30	7:27 PM	OFA-12-Z-128H	\$1,000.00		6
	WRAL			Th	09/27/12	:30	7:13 PM	OFA-12-Z-128H	\$1,000.00		3
	WRAL			F	09/28/12	:30	7:13 PM	OFA-12-Z-128H	\$1,000.00		4
	WRAL			F	09/28/12	:30	7:29 PM	OFA-12-Z-128H	\$1,000.00		2
15	WRAL CLASS 3 -	CBS This Morning CANDIDATE r8.23	7am - 9am								
				09/24/1	2 to 09/30/12	10x	-TWTF				
	WRAL			Tu	09/25/12	:30	7:56 AM	OFA-12-Z-107H	\$380.00		5
	WRAL			Tu	09/25/12	:30	8:41 AM	OFA-12-Z-118H	\$380.00		2
	WRAL			Tu	09/25/12	:30	8:59 AM	OFA-12-Z-107H	\$380.00		1
	WRAL			W	09/26/12	:30	8:21 AM	OFA-12-Z-128H	\$380.00		3
	WRAL			W	09/26/12	:30	8:49 AM	OFA-12-Z-128H	\$380.00		4
	WRAL			Th	09/27/12	:30	8:18 AM	OFA-12-Z-128H	\$380.00		8
	WRAL			Th	09/27/12	:30	8:40 AM	OFA-12-Z-128H	\$380.00		9
	WRAL			Th	09/27/12	:30	8:53 AM	OFA-12-Z-128H	\$380.00		6
	WRAL			F	09/28/12	:30	8:24 AM	OFA-12-Z-128H	\$380.00		7
	WRAL			F	09/28/12	:30	8:54 AM	OFA-12-Z-128H	\$380.00		10
16	WRAL CLASS 2 -	Entertaiment Tonight CANDIDATE r8.23	730-8P								
				09/24/1	2 to 09/30/12	5x	-TWTF				
	WRAL			Tu	09/25/12	:30	7:55 PM	OFA-12-Z-107H	\$1,000.00		1
	WRAL			W	09/26/12	:30	7:43 PM	OFA-12-Z-128H	\$1,000.00		3
	WRAL			Th	09/27/12	:30	7:55 PM	OFA-12-Z-128H	\$1,000.00		5
	WRAL			F	09/28/12	:30	7:41 PM	OFA-12-Z-128H	\$1,000.00		2
	WRAL			F	09/28/12	:30	7:57 PM	OFA-12-Z-128H	\$1,000.00		4
17	WRAL CLASS 3 -	Dr. Phil CANDIDATE r8.23	9-10a								
				09/24/1	2 to 09/30/12	5x	-TWTF				
	WRAL			Tu	09/25/12	:30	9:24 AM	OFA-12-Z-118H	\$215.00		1



Remit Address:

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Greer Margolis & Mitchell Attention: Accounts Payable 1010 Wisconsin Avenue, Suite 800 Washington, DC 20007



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Line	Channel	Description	Time	Day	Date	Length	Air Time	Ad-ID	Rate	Reconciliation	Ref #
17	WRAL	Dr. Phil	9-10a				_		-		
		CANDIDATE r8.23									_
	WRAL			W	09/26/12	:30	9:14 AM	OFA-12-Z-128H	\$215.00		5
	WRAL WRAL			W Th	09/26/12 09/27/12	:30 :30	9:32 AM 9:59 AM	OFA-12-Z-128H OFA-12-Z-128H	\$215.00 \$215.00		2
	WRAL			F	09/28/12	:30	9:39 AM	OFA-12-Z-128H	\$215.00 \$215.00		3 1
18	WRAL	Fri Hour 3	10-11p	'	03/20/12	.00	3.51 AW	01 A 12 2 12011	Ψ210.00		7
10		CANDIDATE r8.23	10-11р								
	OLAGO 0	OANDIDATE 10.20		09/24/12	2 to 09/30/12	1x	1				
	WRAL			F	09/28/12	:30	10:49 PM	OFA-12-Z-128H	\$2,225.00		1
20	WRAL	7pm News	7-730p								
	CLASS 3 -	CANDIDATE r8.23	-								
					2 to 09/30/12	1x	1-				
	WRAL			Sa	09/29/12	:00			\$270.0 0	Credited	1
21	WRAL	WRAL 6a News Sat	6-8a								
	CLASS 3 -	CANDIDATE r8.23									
					2 to 09/30/12	2x	2-				
	WRAL			Sa	09/29/12	:30	5:59 AM	OFA-12-P-130H	\$270.00		1
	WRAL			Sa	09/29/12	:30	7:16 AM	OFA-12-Z-128H	\$270.00	1	2
22	WRAL CLASS 3 -	On The Record 730-8p CANDIDATE r8.23	730-8p								
					2 to 09/30/12	1x	1-				
	WRAL			Sa	09/29/12	:30	7:56 PM	OFA-12-P-130H	\$125.00		1
24	WRAL CLASS 2 -	CBS This Sat Morning 8-9a CANDIDATE r8.23	8-9a								
				09/24/12	2 to 09/30/12	2x	2-				
	WRAL			Sa	09/29/12	:30	8:25 AM	OFA-12-P-130H	\$470.00		2
	WRAL			Sa	09/29/12	:30	8:59 AM	OFA-12-P-130H	\$470.00	1	1
25	WRAL CLASS 2 -	Sat Hour 2 CANDIDATE r8.23	9-10p								
				09/24/12	2 to 09/30/12	1x	1-				
				-							



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CLASS 3 - CANDIDATE r8.23



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Line	e Channel Description	Time	Day	Date	Length	Air Time	Ad-ID	Rate	Reconciliation	Ref #
25	WRAL Sat Hour 2	9-10p	<u>.</u>		•		•			
	CLASS 2 - CANDIDATE r8.23									
	WRAL		Sa	09/29/12	:30	9:34 PM	OFA-12-P-130H	\$1,300.00		1
26	WRAL Sun Hour 3	10-11p								
	CLASS 3 - CANDIDATE r8.23									
				2 to 09/30/12	1x	1				
	WRAL		Su	09/30/12	:30	10:47 PM	OFA-12-P-130H	\$2,000.00		1
27	WRAL Face The Nation 1030-1130	1030-1130								
	CLASS 3 - CANDIDATE r8.23									
				2 to 09/30/12	1x	1				
	WRAL		Su	09/30/12	:30	11:23 AM	OFA-12-P-130H	\$400.00		1
28	WRAL 6pm News (Sun)	6-630p								
	CLASS 3 - CANDIDATE r8.23									
			09/24/12	2 to 09/30/12	1x	1				
	WRAL		Su	09/30/12	:30	6:15 PM	OFA-12-Z-128H	\$350.00		1
29	WRAL 60 Minutes	7-8p								
	CLASS 3 - CANDIDATE r8.23									
				2 to 09/30/12	1x	1				
	WRAL		Su	09/30/12	:30	7:39 PM	OFA-12-P-130H	\$2,670.00	l .	1
30	WRAL WRAL Sun Morning News	7-9a								
	CLASS 3 - CANDIDATE r8.23									
			09/24/12	2 to 09/30/12	2x	2				
	WRAL		Su	09/30/12	:30	7:43 AM	OFA-12-P-130H	\$400.00		2
	WRAL		Su	09/30/12	:30	8:52 AM	OFA-12-P-130H	\$400.00		1
31	WRAL CBS Sunday Morning	9-1030a								
	CLASS 2 - CANDIDATE r8.23									
			09/24/12	2 to 09/30/12	2x	2				
	WRAL		Su	09/30/12	:30	9:07 AM	OFA-12-P-130H	\$600.00		2
	WRAL		Su	09/30/12	:30	9:57 AM	OFA-12-P-130H	\$600.00		1
32	WRAL Sun Hour 2	9-10pm								



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32	WRAL Sun Hour 2	9-10pm	•			•	•	·	
	CLASS 3 - CANDIDATE r8.23								
				2 to 09/30/12	1x	1			
	WRAL		Su	09/30/12	:30	9:50 PM	OFA-12-P-130H	\$2,000.00	1
33	WRAL Thu Hour 3 CLASS 3 - CANDIDATE r8.23	10-11p							
			09/24/12	2 to 09/30/12	1x	1			
	WRAL		Th	09/27/12	:30	10:32 PM	OFA-12-Z-128H	\$2,450.00	1
34	WRAL Late News CLASS 3 - CANDIDATE r8.23	11-1135p							
			09/24/12	2 to 09/30/12	7x	-TWTFSS			
	WRAL		Tu	09/25/12	:30	11:26 PM	OFA-12-Z-118H	\$1,335.00	8
	WRAL		W	09/26/12	:30	11:33 PM	OFA-12-Z-128H	\$1,335.00	2
	WRAL		Th	09/27/12	:30	11:27 PM	OFA-12-Z-128H	\$1,335.00	4
	WRAL		Sa	09/29/12	:30	11:12 PM	OFA-12-Z-128H	\$1,335.00	7
	WRAL		Sa	09/29/12	:30	11:24 PM	OFA-12-P-130H	\$1,335.00	5
	WRAL		Su	09/30/12	:30	11:15 PM	OFA-12-P-130H	\$1,335.00	3
	WRAL		Su	09/30/12	:30	11:34 PM	OFA-12-P-130H	\$1,335.00	1
35	WRAL Tue Hour 3 CLASS 3 - CANDIDATE r8.23	10-11p							
			09/24/12	2 to 09/30/12	1x	-1			
	WRAL		Tu	09/25/12	:30	10:38 PM	OFA-12-Z-107H	\$2,225.00	1
36	WRAL Tue Hour 1 CLASS 3 - CANDIDATE r8.23	8-9p							
			09/24/12	2 to 09/30/12	1x	-1			
	WRAL		Tu	09/25/12	:30	8:35 PM	OFA-12-Z-118H	\$3,550.00	1
37	WRAL Tue Hour 2 CLASS 3 - CANDIDATE r8.23	9-10p							
			09/24/12	2 to 09/30/12	1x	-1			
	WRAL		Tu	09/25/12	:30	9:46 PM	OFA-12-Z-118H	\$3,115.00	1
38	WRAL Wed Hour 3	10-11p							



WRAL-TV Accounting Department PO Box 60904 Charlotte, NC 28260 Main: (919)821-8514 Billing: (919)821-8581

Billing Address:

Greer Margolis & Mitchell Attention: Accounts Payable 1010 Wisconsin Avenue, Suite 800 Washington, DC 20007



Advertiser	Obama For America
Product	OBAMA :30 9/25
Estimate Number	1536

Invoice #	116528-1
Invoice Date	09/30/12
Invoice Month	September 2012
Invoice Period	08/27/12 - 09/30/12

Station	WRAL	
Account Executive	Cheryl Blair	
Sales Office	Washington Telerep	
Sales Region	National	

Order #	116528
Alt Order #	06268680
Deal #	
Order Flight	09/25/12 - 10/01/12

Billing Calendar	Broadcast					
Billing Type	Cash					
Special Handling	CIA - Mark PAID					

IDB#	
Advertiser Code	
Product Code	

Agency Ref	
Advertiser Ref	

Line	Channel Descript	tion	Time	Day	Date	Length	Air Time	Ad-ID	Rate	Reconciliation	Ref#
	CLASS 3 - CANDIDA	NTE r8.23					•	•	•		
				09/24/12 to	09/30/12	1x	1				
	WRAL			W	09/26/12	:30	10:35 PM	OFA-12-Z-128H	\$3,335.00		1
39	WRAL Wed Hou CLASS 3 - CANDIDA		8-9p								
				09/24/12 to	09/30/12	1x	1				
	WRAL			W	09/26/12	:30	7:59 PM	OFA-12-Z-128H	\$3,115.00		1
40	WRAL Wed Hou CLASS 3 - CANDIDA		9-10p								
				09/24/12 to	09/30/12	1x	1				
	WRAL			W	09/26/12	:30	9:45 PM	OFA-12-Z-128H	\$3,115.00		1
		Aire	d Spots 10	08							

Gross Total \$100,085.00

Agency Commission \$15,012.75

Net Amount Due \$85,072.25 **Payment Terms 30 Days**